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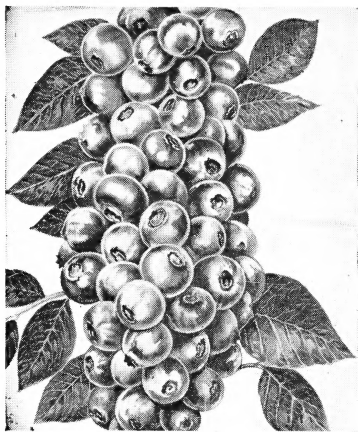
*Premium Grade, Easy-to-Grow*

**BLUEBERRY PLANTS**

*by Galletta Brothers*

**HAMMONTON, N. J.**

# *You'll Enjoy Endless Pleasure*



## **For Good Eating And Garden Beauty**

Almost everybody enjoys the succulent flavor of blueberries. Their distinctive taste whets the appetite. They provide wonderful eating whether served as fruit, as fruit juice, as cooked berries, as berry pie, in muffins and in many other recipes. Yes . . . blueberries are welcome on any menu, at any meal. And anybody with a little ground can easily grow them! Blueberries provide you with more than good eating. After the fruiting season they bring you the added year 'round beauty appeal of the exquisite blueberry bush to delight the eye. The glossy green foliage slowly turns to autumn red; in winter, the wood attains the red and brown of the glorious barberry. Then, with spring these colors give way to the gorgeous clusters of pink buds; these in turn blossom into pinkish-white flower bells before again fruiting.

## **Heavy Yields of Delicious Fruit**

There is almost unbelievable beauty to behold . . . endless pleasure to pick and eat the delicious berries. You can enjoy all of this in your own lawn and garden. As to fruit yield, you may expect 2 to 3 pints of succulent berries from each plant the very first year after setting. Many plants yield as much as twenty pints when fully mature.

Blueberries have come a long way in the last 25 years. The plants form bushes that add color and beauty to the home grounds, especially when used as an informal hedge. And with reasonable care your blueberry plantings may be productive for many years to come.

## **Blueberries Earn Good Profits**

These are reasons why, to-day more than ever before, blueberries are a top favorite too, with commercial growers. They take a first place among the surest source of sales and profits. The demand for berries exceeds the supply. They command top market prices from the canning, bakery and frozen food industries as well as for ever-increasing home use. Whether you have a large farm, a roadside market or are a home gardener it will pay you to plant blueberries.

## **Easy To Grow**

You can successfully grow blueberries anywhere you live—provided your locality has thirty days or more of freezing

# *Galletta Brothers*

ALL PLANTS INSPECTED BY N. J. DEPT. OF AGRICULTURE  
REFERENCES: DUN & BRADSTREET; PEOPLES BANK, HAMMONTON, N. J.; N. J. STATE FARM  
BUREAU; COUNTY BOARD OF AGRICULTURE; N. J. BLUEBERRY GROWERS ASSN.

# Planting GALLETTA Blueberries!

winter temperature. You need only natural or prepared moist, swampy acid soil — with sufficient drainage to prevent surface flooding; in fact on almost any type of soil that will hold moisture (such as clay soil or sandy loam) you can expect success. Your GALLETTA BROTHERS Blueberries may grow where other crops fail! Your local Agricultural Experiment Station can give you the instructions to meet your special requirements. With each order we supply full instructions as recommended by the New Jersey Agricultural Experiment Station.

## Headquarters For Success

Remember that unlike most nurseries, GALLETTA BROTHERS specialize in, and grow blueberries exclusively. It is not a sideline with us but our life-work. Every working member of the Galletta organization specializes in the cultivation of superb blueberries. You get the benefit of this highly skilled teamwork—PLUS the extra advantage of obtaining plantings developed in the naturally superior, sandy and acid New Jersey soil. No wonder that people everywhere so highly praise Galletta Brothers blueberries. No wonder too that leading seed and flower companies buy and sell GALLETTA-grown berries . . . and use them as foundation stock. GALLETTA BROTHERS have the largest exclusive



berry farms in the entire State of New Jersey—perhaps the largest in the country. Through constant cooperation with the U.S. Department of Agriculture and State Experimental Stations it is possible to offer exceptionally vigorous and heavy cropping plants.

## Buy Your Blueberries from Galletta Brothers

## MAKE YOUR SELECTIONS FROM THESE VARIETIES!

### THE BEST FROM THE STANDARD VARIETIES!

**WEYMOUTH**—(Earliest Known)—Developed on our own farm. Medium upright bush, yielding medium large, dark blueberries. A very heavy cropper and a good commercial variety.

**RANOCAS**—(Early Mid-season)—An upright bush. Its outstanding beauty makes it a real for lawn and garden. It is a fine landscape bush, especially with its beautiful red wood in winter. It is a very heavy producer of good eating—medium size berries.

**STANLEY**—(Midseason)—Tall, sturdy and fast growing bush. Medium to large light blue berries of very exceptional flavor.

**JERSEY**—(Mid-season to Late)—Vigorous hardy bush with delightful foliage. Produces large, light blue berries that ship well. A fast growing, good commercial variety. Attractive and very ornamental with large leaves.

**DIXI**—(Midseason to Late)—A very large and vigorous bush developed on our farm. Ripens just after Jersey. High quality large size, pleasingly aromatic fruit.

**PEMBERTON**—(Late—Mid-season)—A very fast grower, extremely productive of sweet, dark blue large fruit. Excellent for home gardens.

**BURLINGTON**—(Very Late)—Extends the blueberry season 5 to 10 days. A sturdy upright bush—noted for its high production of medium size, aromatic berries. An appealing color and firmness are fine dessert qualities. Very good to ship.

### WONDROUS NEW VARIETIES—Originated At Our Weymouth Farms!

**EARLBLUE**—(Early)—Ripens a few days after Weymouth. Fruit is large and light blue in color. Better flavored than Weymouth. Excellent for home and commercial use.

**BLUERAY**—(Early Mid-season)—A very hardy bush producing large light blue berries. Extremely popular because of their interesting flavor. A real gem to plant.

**BLUECROP**—(Mid-season)—Highly frost resistant. Will consistently overbear. Produces flavorful medium light blue large berries when heavily pruned. Undoubtedly the most vigorous for northern frosty climates.

**BERKELEY**—(A Mid-season new variety)—Berries are lighter blue, sweet flavored and larger than any variety now grown. The bush is vigorous, attractive and open spreading. A superior variety for the garden or commercial planting.

**COVILLE**—(A very late new variety)—Nearly as large as Berkeley. High aroma with a tart, excellent flavor. Fruit does not drop and berries are firm. Excellent for shipping and freezing. The bush is vigorous, open and spreading. This is an all around superior variety.

**HERBERT**—(Late)—An upright spreading and vigorous bush. A consistent producer of large dark blue berries of quality flavor. Another gem for the home garden.

# Look at These Attractive Money Saving Prices!

**PRICE LIST. F. O. B. Hammonton, N. J.  
EVERY PLANT TRUE TO NAME; EVERY  
PLANT GUARANTEED!**

	Each	3 to 9 Plants Each	10 to 29 Plants Each	30 to 99 Plants Each
1-yr. rooted cutting 3-6"	\$ .40	\$ .35	\$ .30	\$ .25
2-yr. 6-12'	.80	.70	.60	.50
2-yr. 12-18"	1.00	.85	.70	.60
Bearing Age Plants:				
3-yr. 18-24"	1.25	1.10	1.00	.90
3-yr. 24-36"	2.00	1.85	1.70	1.50

Prices greatly reduced on large quantities, especially to commercial growers, dealers and nurserymen.

## Our Guarantee

- (1) Every plant to be true to name.
- (2) Every plant to be from the best parent stock.
- (3) To ship you full count of good healthy plants.
- (4) To carefully dig and pack each plant to reach you in good growing condition.
- (5) To completely satisfy you and adjust any complaints sent to us ten days after shipment. We cannot be responsible for weather conditions after stock is planted.
- (6) Our stock to be free from disease when shipped.
- (7) We cannot be responsible for more than the original cost of stock.

**MAIL THIS ORDER PROMPTLY TO GALLETA BROS., Hammonton, N. J.**

PRINT PLAINLY

Name ..... Date .....

Street or County ..... R.F.D. ....

Postoffice ..... Box .....

Ship By—Check One ..... Express Station ..... State .....

Express Col. [ ] ..... If different from Post Office .....

Parcel Post [ ] ..... Ship Plants On or About .....

Amt. Enclosed: Check \$ ..... Money Order \$ ..... Stamps \$ ..... Cash \$ .....

Please print or write name and address plainly. State whether goods should be shipped Parcel Post or Express. Show price beside each article.

QUANTITY	AGE	SIZE	VARIETY	PRICE EA.	TOTAL
			WEYMOUTH Earliest Known		
			EARLIBLUE Early		
			RANOCAS Early Mid-season		
			BLUERAY Early Mid-season		
			STANLEY Mid-season		
			BLUECROP Mid-season		
			BERKELEY Mid-season		
			JERSEY Mid-season—Late		
			DIXI Mid-season—Late		
			PEMBERTON Mid-season—Late		
			COVILLE Late		
			HERBERT Late		
			BURLINGTON Late		

TERMS: 25% Deposit required on Express Shipments.

For Parcel Post Delivery cash must accompany order.

Postage

TOTAL

# Galletta Brothers' Blueberry Farms

P.O.B. HAMMONTON, NEW JERSEY

## WHOLESALE BLUEBERRY PLANTS PRICE LIST

FALL 1959 and SPRING 1960

RANCOCAS - PEMBERTON - BURLINGTON - JERSEY - ATLANTIC - WEYMOUTH - STANLEY - DIXI

1 yr. Rooted Cuttings	....100 for \$12.00 — 1000 for \$100.00
2 yr. Plants 6-12"	....100 for 25.00 — 1000 for 200.00
2 yr. Plants 12-18"	....100 for 32.50 — 1000 for 275.00
3 yr. Plants 18-24"	....100 for 42.50 — 1000 for 375.00

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### COVILLE - BERKELEY - IVANHOE

1 yr. Rooted Cuttings	...100 for \$ 20.00 — 1000 for \$ 150.00
2 yr. Plants 6-12"	....100 for 30.00 — 1000 for 250.00
2 yr. Plants 12-18"	....100 for 45.00 — 1000 for 350.00
3 yr. Plants 18-24"	....100 for 60.00 — 1000 for 500.00

### BLUECROP - EARLIBLUE - HERBERT - BLUERAY

1 yr. Rooted Cuttings	100 for \$30.00.....1000 for \$250.00
2 yr. Plants 6-12"	... 100 for 50.00..... 1000 for 400.00
2 yr. Plants 12-18"	... 100 for 60.00.....1000 for 500.00
3 yr. Plants 18-24"	... 100 for 70.00.....1000 for 600.00



# When You Buy Blueberries from GALLETTA BROS., HAMMONTON, N. J. You buy from **SPECIALISTS!**

## BLUEBERRY RECIPES

### BLUEBERRY AND CRABAPPLE JAM

- 3 qts. crabapples, chopped
- 1 qt. blueberries
- 6 lbs. sugar.

Cut crabapples in quarters, remove cores but do not pare, put through food chopper, measure, add enough water to almost cover apples, cook 10 minutes, add berries and sugar, let cook until clear; pour into hot glasses; cool, cover with hot paraffine.

### BLUEBERRY MUFFINS

- $\frac{1}{4}$  cup butter
- $\frac{1}{4}$  cup sugar
- 1 egg, well beaten
- $\frac{1}{2}$  teaspoon salt
- 4 tsps. baking powder
- 2 cups flour
- 1 cup milk
- 1 cup washed blueberries

Mix  $\frac{1}{4}$  cup of flour with blueberries, let stand 1 hour. Cream butter and sugar, add egg. Sift baking powder, salt and rest of the flour. Combine the 2 mixtures alternately with the milk, add floured berries last. Bake 25 minutes at 425°F. in buttered gem pans.

### OLD FASHIONED BLUEBERRY PIE

- 1 package pie mix
- 4 cups fresh cultivated blueberries washed and drained

- 1 cup sugar
- $\frac{1}{4}$  cup flour
- $\frac{1}{4}$  teaspoon salt
- 2 tablespoons butter or margarine

1 tablespoon lemon juice  
Roll out half of dough and line 9-inch pie pan. Combine blueberries, sugar, flour and salt. Pour into pastry lined pie pan. Dot with butter. Sprinkle with lemon juice.

Roll out remaining dough and place over top of berries. Slit top and press edge with fork.

Bake 15-20 minutes at 450 degrees F. Reduce heat to 350 degrees F. and continue to bake 30 minutes or until crust is golden

The propagation of truly vigorous blueberry bushes requires **naturally** suitable soil and specialized experience and skill. Under such conditions . . . and **only** under such conditions . . . can there be developed bushes that can successfully be transplanted for maximum satisfaction.

Experience proves that you get best results when you buy your plants from **exclusive** berry cultivators. You get these results with GALLETTA BROTHERS—who cultivate nothing else. At the Galletta farms blueberries are not a sideline . . . not just **another** item we grow to sell. Blueberry cultivation is our only business—our only interest.

Therefore, why not try some blueberry bushes now and see for yourselves what beauty, pleasure and profit can be attained from them. Remember, also, the price is right and your satisfaction is guaranteed. Buy from

# GALLETTA BROTHERS

PHONE LO 1-5033

HAMMONTON, N. J.

# HOW to successfully grow BLUEBERRIES

## PLANTING HINTS TO HELP YOU.

Your success and satisfaction are most important to our own success. You want your berries to grow well, to produce abundantly—so do we. These suggestions should help; but write us for any additional information you think you'd like from us. We'll be glad to help you any way we can.

## Keep in mind the following points.

Cultivated blueberries are self-sterile. To provide for crop pollination, plant at least two varieties. Blueberries need acid soil; do not plant on limed soil. Mix into slightly acid soil either acid peat, rotting straw, decaying leaves or sawdust. Five pounds of aluminum sulphate to each 100 sq. ft. and up to 10 lbs. on heavy loams is good for garden planting. Lime or stable manure should never be permitted into close contact of planting area.

**SOIL.** The best blueberry growth occurs in natural blueberry soil with a Ph of from 3.8 to 5.5. Ample humus, a fairly constant high water table and good surface-drainage are important. Planting on wide ridges, seven inches high is desirable. If blueberry plants are set in your garden or lawn, dig a large hole for each plant and fill with leafmold, peat, rotting hardwood sawdust or similar humus. The productiveness of blueberries is largely dependent upon ample moisture in the upper soil.

**MULCHING.** On other than natural blueberry soil, apply straw, salthay, pine needles or similar mulch as soon as plants are set. This mulch should be six inches deep and spread around the individual plants over an area of six feet square.

**PRUNING.** For best results we advise cutting bush back about one-third each year, or, cutting out canes that have less than four inches of wood. Complete pruning instructions supplied with every order.

**FERTILIZER** should be applied about ten inches from plant in a wide band at the rate of 100 lbs. per acre for new plantings, or, about two ounces per plant. First application should be after plants have made new growth. Second application from four to six weeks later. Use a commercial fertilizer of 5-10-5 or 7-7-7. Double the amount of fertilizer each year thereafter until you reach a maximum of six to eight hundred pounds per acre for matured bushes.

**PLANTING.** Commercial plants should be set every four feet in rows at least eight feet apart. Roots should be well spread out. Set plants slightly deeper than in the nursery. Before setting, prune out the small bushy growth. Plants for home planting may be set the most convenient way, about 4 feet apart each way.

**FIRST---** *buy your plants from*

**GALLETTA BROS.**

PHONE LO 1-5033

**HAMMONTON, N. J.**